



Communications Manager

Milwaukee Riverkeeper
Job Description

Posted for Immediate Opening

Background

Milwaukee Riverkeeper® is a non-profit organization whose mission is to protect water quality and wildlife habitat and to advocate for sound land use in the watersheds of the Milwaukee, Menomonee and Kinnickinnic rivers.

We are the licensed Riverkeeper® for these three watersheds. Established in 1995, the organization pursues its mission through citizen engagement, research and advocacy.

Position Description

The Communications Manager will manage all Milwaukee Riverkeeper communications and support the program, development, education, and advocacy staff in promoting Milwaukee Riverkeeper's work and mission to various stakeholders internally and externally. This position will work to mobilize the community to take action on the issues affecting our waterways. This is a writing-intensive position that requires a robust understanding of publishing for both print and digital. This position reports to the Executive Director.

Responsibilities

- Develop and implement an integrated content marketing strategy to promote advocacy initiatives, educational events and workshops, and citizen science programs to build organizational supporter base while advancing policy measures aligned with protecting local waters;
- Work with staff to distill technical information in an easy to understand way to the general public;
- Produce regular newsletters, e-mail blasts, and other organizational Milwaukee Riverkeeper publicity materials;
- Create and distribute marketing publications such as programmatic brochures, flyers and fact sheets;
- Draft, edit, and design regularly scheduled emails and help maintain the organization's databases and listservs;
- Create, curate, and maintain web content on platforms such as Wordpress and Squarespace;
- Develop and foster relations with local and state media;
- Help to write news stories, press releases, and other media alerts;
- Develop and implement organization's social media strategy via multiple social media managers;
- Assist organization in fundraising through the creation of annual appeal letters, digital appeal campaigns, and grant writing and reporting;

- Work with staff to execute special events, including developing event communications and promoting the event;
- Develop and maintain consistent reporting system;
- Analyze web traffic, SEO rankings, and user experience of organization's website using a combination of Google Analytics, Search Console, and Google Tag Manager;
- Represent Milwaukee Riverkeeper at community events.

General:

- We are seeking an individual with an open mind, positive attitude and a desire and a passion to work to improve water resources in our community.
- Milwaukee Riverkeeper employees are expected to be flexible and to take on additional duties as assigned, according to the organization's needs and the staff member's skill and abilities.

Qualifications

The successful candidate for the position will have the following qualifications:

- Bachelor's degree or equivalent work experience;
- Ability to learn new subject areas sufficient to understand technical issue areas and create outreach publications;
- Experience in social media marketing;
- Knowledge of mass email marketing;
- Knowledge of basic software including Microsoft Word and Excel;
- Preferred familiarity with Adobe Suite and WordPress;
- Passion to learn;
- Strong attention to detail;
- Strong interpersonal skills;
- Excellent written and verbal skills;
- Ability to coordinate multiple, diverse projects, set realistic deadlines, and manage a timeline;
- Proven experience in a related position;
- Ability to resolve routine problems independently;
- Ability to prioritize work according to the organization's needs;
- Willingness to learn and grow with the organization;
- Valid driver's license;
- Commitment to the environment.

Benefits

- Health, Dental, Vision, and qualified IRA with employer match;
- Gain experience in the growing field of water resources;
- Casual work environment;
- Generous flex time policy;
- Paid Holidays, Vacation, Personal, Wellness and Sick time;
- A fun, friendly office atmosphere;
- Parking Available;
- Eco Bucks program;
- A Milwaukee Riverkeeper t-shirt (what could be better!?!);
- The opportunity to gain professional skills while working for the greater good of improving our community, all while being surrounded by smart, hardworking, motivated coworkers.

Additional Information:

This position will be expected to work some evenings and weekends to help with organizational events.

Compensation is commensurate with experience and qualifications. Milwaukee Riverkeeper is an Equal Opportunity Employer.

Submit resume, cover letter, writing sample, and design sample by 5:00 pm on March 26 to:

Christina Taddy
Development & Operations Manager
christina@milwaukeeriverkeeper.org

In the cover letter please include a short description of why you are interested in this position and why you think you'd be a great fit.